1. Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?

* Lead Source(Welingak Website,Reference)
* Through Recommendations
* Last Activity(Had a Phone Conversation)

1. What are the top 3 categorical/dummy variables in the model which should be focused the most on in order to increase the probability of lead conversion?

* Lead Source\_Welingak Website
* Lead Source\_Reference
* Through Recommendations

1. X Education has a period of 2 months every year during which they hire some interns. The sales team, in particular, has around 10 interns allotted to them. So during this phase, they wish to make the lead conversion more aggressive. So they want almost all of the potential leads (i.e. the customers who have been predicted as 1 by the model) to be converted and hence, want to make phone calls to as much of such people as possible. Suggest a good strategy they should employ at this stage.

* The sales team should decrease the cut off for the score to make calls to the leads, that is according to the analysis to achieve 80% conversion rate the cut off score was 73.So,in the above case sales team can decrease the score cut off to 50 so that we can increase the chances of lead conversion at the same time score cut off should not be very low as it will end up in unnecessary phone calls with less conversion

1. Similarly, at times, the company reaches its target for a quarter before the deadline. During this time, the company wants the sales team to focus on some new work as well. So during this time, the company’s aim is to not make phone calls unless it’s extremely necessary, i.e. they want to minimize the rate of useless phone calls. Suggest a strategy they should employ at this stage.

* The sales team should increase the cut off for the score to make calls to the leads, that is according to the analysis to achieve 80% conversion rate the cut off score was 73.So,in the above case sales team can increase the score cut off to 90 so that we can increase the chances of lead conversion with less phone calls and avoid unnecessary phone calls.